

## Contact Information:

### [Isabelle Lesschaeve](#)

Associate Professor of Biological  
Sciences/Sensory and Consumer Sciences,  
Brock University  
Phone: 1-905-688-5550, Ext. 4716  
[ilesschaeve@brocku.ca](mailto:ilesschaeve@brocku.ca)

### [Antonia Mantonakis](#)

Assistant Professor of Marketing,  
International Business and Strategy, Brock  
University  
Phone: 1-905-688-5550, Ext. 5383  
[amantonakis@brocku.ca](mailto:amantonakis@brocku.ca)

### [Erika Neudorf](#)

Research Co-ordinator  
Consumer Perception and Cognition  
Lab, Brock University  
Phone: 1-905-688-5550, Ext. 5576  
[eneudorf@brocku.ca](mailto:eneudorf@brocku.ca)

## Brock researchers focus on how consumers choose wine

Laboratory devoted to wine consumer research opens at [Brock University](#) in Ontario, Canada.

### News Facts:

- Located in the heart of Ontario's Niagara wine region, the new laboratory, named the [Consumer Perception and Cognition Laboratory](#) (CPCL), is the first in North America to exclusively study the relationship between consumer approval and wine origins and flavours.
- The CPCL is part of Brock University's grape and wine research centre, the [Cool Climate Oenology and Viticulture Institute](#) (CCOVI).
- The lab offers industry stakeholders a full range of research services, which aim to uncover what motivates consumers to choose, buy and drink certain wines.
- [Isabelle Lesschaeve](#), a sensory scientist at CCOVI, has teamed with [Antonia Mantonakis](#), a consumer psychologist at Brock Business School's, Department of Marketing, International Business and Strategy, to lead the lab's research program.
- Lesschaeve's research focuses on the properties of wine that affect initial and repeated consumer purchasing behaviour. She also aims to develop sensory methods that can predict consumer acceptance and preferences for wine.
- Mantonakis considers how psychological factors — such as nostalgia and previous experiences — can shape consumer habits. She is currently researching how brief exposure to brands can affect buying decisions.
- The lab is outfitted to perform traditional research as well as focus groups; simulated consumer environments; mapping of preferences and perceptions; consumer recruitment; on-location research at wine stores, tasting rooms and events; video conferencing for remote collaboration; and behavioural experiments.
- [Erika Neudorf](#), the lab's Research Co-ordinator, is working with the two researchers to manage use of the facility. She is a graduate of the Master of Wine Business program at the University of Adelaide, Australia.
- The total operating budget for Brock University's new Cool Climate Oenology and Viticulture Institute (CCOVI) Consumer Perception and Cognition Lab (CPCL) is \$150,000. Funding was collectively provided by the Canadian Foundation for Innovation's Leading Opportunity Fund, the Ontario Ministry of Research and Innovation's Ontario Research Fund, the Natural Sciences and Engineering Research Council of Canada, and the Social Sciences and Humanities Research Council of Canada. Staff members are paid out of research grants awarded to Brock faculty based on their academic excellence and merit.
- Individuals who are interested in participating as a consumer in the research can register at [www.consumerlaboratory.ca](http://www.consumerlaboratory.ca)
- For relevant links and updates about the lab:



[CPCL on delicious](#)



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**Quotes:**

- "The lab's design is similar to a movie set in which the environment of a wine boutique, restaurant or tasting bar can be simulated," says Lesschaeve.
- Mantonakis says she is currently examining how brief exposures to brands and brand related cues indirectly influence consumer preferences and consumer choice
- "Our innovative research on the behavioural economics of wine will provide unique data to the wine industry on consumer psychology," says Mantonakis.
- Lesschaeve says research from the lab will be made available to assist development in the grape and wine industry.
- "Purchasing wine is often an overwhelming experience for people," says Neudorf. "If it is understood how consumers buy wine, then it is easier to create a marketing mix to successfully reach a target market."

**Further information about the CPCL can be found at:**

 [CPCL Facebook Group](#)

 [CPCL on flickr](#)

 [CPCL on technorati](#)

 [CPCL on Digg](#)

**For more information about [Brock University](#)**, please contact Jeffrey Sinibaldi, Media Relations Officer, Brock University, 905-688-5550, ext. 4687; e-mail: [jeffrey.sinibaldi@brocku.ca](mailto:jeffrey.sinibaldi@brocku.ca)

**For more information about [CCOVI](#)**, please contact James Cooper, Communications Officer, CCOVI, Brock University, 905-688-5550, ext. 5222; e-mail: [james.cooper@brocku.ca](mailto:james.cooper@brocku.ca)



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